Note for Moore, Edna

**From:** Rafferty, Shelby

**Date:** Wed, Nov 8, 1995 8:39 AM

**Subject:** Party Zone

**To:** Robinson, Yvette

**Cc:** Anise, Roy; Moore, Edna; Steen, Lauren E.

Yvette,

Please set up a meeting with GMR early next week to have them take brand through the complete NY, Boston, and Philly programs. I would like to know in detail (similar to what we saw for Miami) what they are proposing for these markets (and any variations from past programs). The Executive Summary is too brief -- I don't have enough of a comfort level with just that. I would also like to know what the local discounts/tie-ins will be on the VIP card -- this is important. Also, where we can, I would like to include the cigarette girls in NY and Philly.....It would seem that they provide added visibility, sales and awareness by roaming throughout the bars, rather than forcing people to come up to our kiosk/table. Is there a reason why GMR proposed not to have them at our HQ clubs in NY and Philly?

Please coordinate with my secretary Dina Streng to set up the appropriate time and day early next week. An agenda highlighting key differences and things that need approval would be helpful to make the most productive use of everyone's time.
Thank you.
Roy- Would you like to join us?

We are utilizing Cigarette Girls - in NY + Philly
they are roaming - ~~they~~
we ~~[illegible]~~ are not using
the hi fi Dance people, because
are smaller venues.

Set up ~~[illegible]~~ - Conf meeting 11:30 -
11/15/95

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